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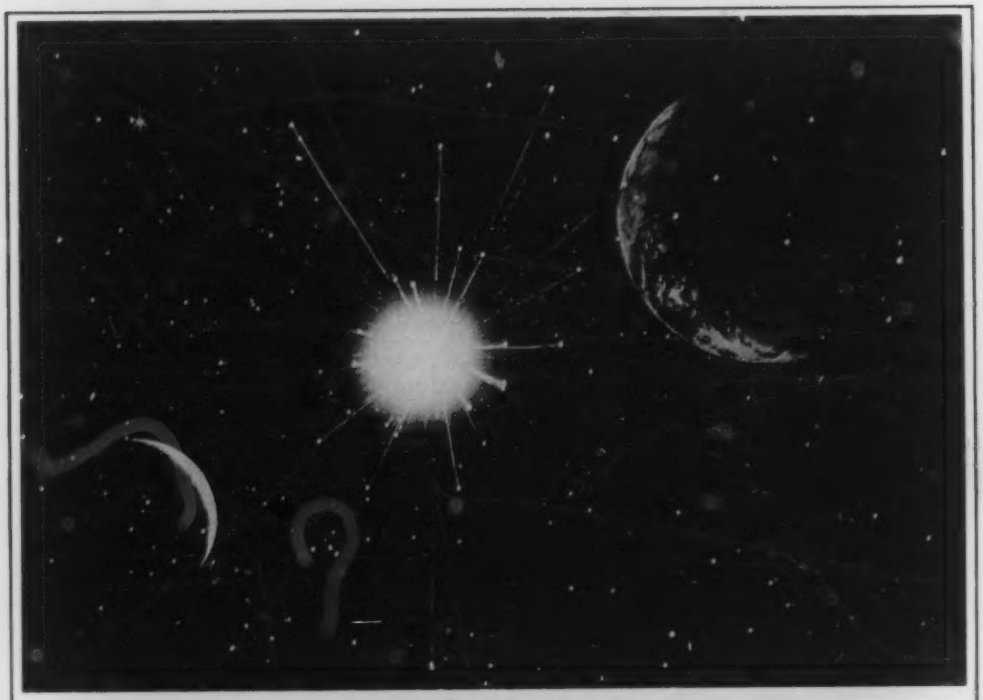
RADIO TELEVISION CABLE SATELLITE

Broadcasting/May 16



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57th Year 1988

Cable's day on Hill

Warner + Lorimar = new Hollywood giant

Vol. 114 No. 20

Broadcasting May 16

Cable gets good House reviews...page 31

Warner makes offer for Lorimar...page 34

Robert Pittman: Life after MTV...page 42

CABLE HEARINGS: PART II □ Cable industry executives successfully ward off criticisms leveled by Hollywood and broadcast interests during House Telecommunications Subcommittee oversight hearing. **PAGE 31.**

Chairman Edward Markey (D-Mass.) (far left), with key participants (l-r): MPAA's Jack Valenti; TCI's John Malone; TBS's Ted Turner; NACP's Ralph Baruch, and NAB's Eddie Fritts.

LOOKING FOR GOLD □ Buena Vista Television begins off-network syndication of NBC sitcom hit, *Golden Girls*. **PAGE 36.**

CBS REPORTS □ CBS-TV shareholders get update on network's contingency plans for fall programing in face of continuing writers strike, and learn that outlook for company's broadcasting operations is not as bright as previously expected. **PAGE 36.**

QUANTUM LEAP □ Perhaps best known as founding spirit behind cable's MTV, Robert Pittman is now focusing on Quantum Media, multi-media business, 50%-backed by MCA. In this interview with BROADCASTING editors, Pittman covers wide range of topics, including company's controversial *Morton Downey Jr. Show*; late-night strip, *The Street*; future of cable and broadcast networks, and attracting new generation of TV viewers. **PAGE 42.**

UP AND UP □ First-quarter national spot radio billings rise almost 5% over first-quarter 1987. Some reps expect second-quarter spot to be even better. **PAGE 54.**

MEET ME IN ST. LOUIS □ Integration of American Public Radio into National Public Radio's annual Public Radio Conference May 18-22 is seen as positive move and end to "legacy of tensions" between two noncommercial radio program providers. **PAGE 56.**

DOWN ON DOWNEY □ Washington city council chairman, David Clarke, after being thrown off *Morton Downey Jr. Show* amid abusive remarks by its controversial host, says FCC should take action against Downey and urges viewers who object to show to write to commission. **PAGE 59.**

GI DEAL □ General Instrument forms joint venture with British Satellite Broadcasting, British DBS system, that could ultimately be worth more than $100 million to GI. **PAGE 62.**

DEVELOPING NEW TV VISTAS □ For some eight years, scientist and inventor, William Glenn, director of New York Institute of Technology, has been developing VISTA, HDTV transmission system that he says could do more than send better video to homes. **PAGE 87.**

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of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available. But it said that definition of available was too broad.

Parameters of local cable regulation are also being reset outside Washington. Two federal judges in northern district of California, in decisions issued in September 1987, ruled cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems violate cable operators' First Amendment rights.

Children's Television

House Telecommunications Subcommittee Chairman Ed Markey is seeking compromise with broadcasters on children's TV bill. He is proposing to limit commercial time in children's programs, but would not include original requirement that broadcasters air one hour per day of informational and educational programing. Bill would require FCC to review children's programs for educational and informational content as part of license renewal process. Broadcasters appear willing to accept commercial time limits but balk at programing standard as part of renewal. Association of National Advertisers in letter to Markey said limits on commercials would be "counterproductive," and "straitjacket the ability of advertisers and programers to respond to the marketplace and the public they serve."

Bill introduced by Representative Tom Tauke (R-Iowa) would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising. Children's television legislation is also pending in Senate, but no action is imminent.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted.

NAB has presented survey indicating that advertising in children's programing is currently under proposed 9.5-minute limit.

Compulsory License

■ FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At National Cable Television Association board meeting during association's annual convention, Patrick said he favors complete elimination of license, acknowledging that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
■ Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
■ Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
■ Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

Crossownership

Telco-cable—On April 12, FCC Common Carrier Bureau issued waiver of its Cable-telco crossownership rules, allowing GTE to build cable system in Cerritos, Calif. Cable groups, including National Cable Television Association and California Cable Television Association, had objected to decision and plan to fight ruling in courts.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban. Nielson said measure could make headway in next Congress.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

Duopoly/one-to-a-market. FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rulemaking supports some relaxation of rules. But officials indicated that opposition from Hill to

research workshop. Marriott NW, Marietta, Ga. Information: Nancy Gomez, (212) 751-7770.

■ **May 24**—*New York Television Academy* forum, "Does Television Elect the President?" Panelists: Sander Vanocur (moderator), ABC News; John Deardourff, media consultant; Philip Dusenberry, chairman, BBDO; Geraldine Ferraro, former vice presidential candidate; Louis Harris, pollster, and Larry Speakes, former White House press secretary. New York Hilton.

May 25—*New York Television Academy* luncheon. Speaker: David Poltrack, VP-marketing, CBS Television Network. Copacabana, New York. Information: (212) 765-2450.

May 25—*New Jersey Broadcasters Association* annual spring managers conference. Wood Lawn, Douglass College campus, Rutgers, New Brunswick, N.J.

■ **May 25**—*Women in Cable, Philadelphia chapter*, "Cable Pursuit '88: The Game Show." Contestants: Gerry Lenfest, Group W; Brian Roberts, Comcast; John Calvetti, Heritage Wilmington; Steve Joyce, Wade Cablevision; Steve Davidson, HBO. Valley Forge Convention Center, Valley Forge, Pa. Information: Liz Bacon, (215) 293-8681.

■ **May 25-28**—"Global Communications—A Network of Cooperation," conference organized by *Center for International Cooperation*, based in Shannon, Ireland. Speakers include Ted Turner, Turner Broadcasting System; Sir Donald Maitland, deputy chairman of Britain's Independent Broadcasting Authority; Gaston Thorn, former president, Commission of the European Communities, and Dr. Mikhail Kuzin, Soviet co-chairman, International Physicians for Peace. Dromoland Castle, near Shannon Airport, Ireland. Information: (212) 921-1414.

May 26—"AM Only Day," seminar sponsored by *Georgia Association of Broadcasters*. Macon College, Macon, Ga. Information: (404) 993-2200.

May 26—*Cabletelevision Advertising Bureau* media research workshop. Crowne Plaza hotel, White Plains, N.Y. Information: Nancy Gomez, (212) 751-7770.

■ **May 26-27**—*Kentucky Broadcasters Association* spring convention. Brown hotel, Louisville, Ky.

May 27—Deadline for nominations for Hugh M. Hefner First Amendment Awards, sponsored by *Playboy Foundation*. Awards program is designed to "educate the public about First Amendment and censorship issues, and to recognize the efforts of individuals who have been involved in the defense of First Amendment rights." Information: Playboy Foundation, 919 North Michigan Avenue, Chicago, 60611; (312) 751-8000.

May 29-June 1—*Canadian Cable Television Association* national convention. World Trade and Convention Center, Halifax, Nova Scotia. Information: (613) 232-2631.

May 31—*North American National Broadcasters Association* technical committee. ABC, New York. Information: (613) 738-6553.

May 31—Deadline for entries in *National Association of Broadcasters'* Crystal Awards for excellence in local radio achievement. Information: (202) 429-5417.

Errata

In May 2 story on TV networks' growing use of in-house productions, mini-series ***Elvis and Me***, said to be produced by ABC Circle Films, **is production of New World Television.**

□

Biographical caption of author of May 9 "Monday Memo," Jerry Wishnow listed For Kids' Sake among public affairs programs developed by his firm for TV stations. **For Kids' Sake is product of Westinghouse Broadcasting.**

□

Based on FCC copy of Review Board decision, May 9 story on KQED Inc.'s loss of license for ch. 32, KQEC(TV) San Francisco, reported that Los Angeles communications attorney Booker T. Wade Jr. appeared before board in behalf of Minority Television Project, which was awarded construction permit to ch. 32. Wade's name did appear in decision and was on hearing brief. Wade "is one of our attorneys," MTP President Otis McGee Jr. told BROADCASTING last week. But Washington communications attorney, **Samuel Cooper III, actually appeared before board and made successful oral argument.**

□

Due to incorrect information supplied by company executive, wrap-up coverage of Cabletelevision Advertising Bureau conference in April 18 issue reported **Telecable Springfield, Mo.,** system doing year-long **cross promotion** test **with** CBS affiliate there. Test is actually with **NBC affiliate KYTV(TV) Springfield, Mo.,** for three years. Also, station does not pay fee as reported, but does receive time to promote local newscast.

June

June 1—"Broadcasting/Cable Interface II," sponsored by *BROADCASTING magazine* and *Federal Communications Bar Association*. Speakers include Representative John Dingell (D-Mich.); FCC Chairman Dennis Patrick; Representative Tom Tauke (R-Iowa), and Robert Wright, president of NBC. Westin hotel, Washington. Information: (202) 659-2340.

June 1—*International Radio and Television Society* annual meeting and presentation of Broadcaster of the Year Award to Oprah Winfrey, talk show host. Waldorf-Astoria, New York. Information: (212) 867-6650.

June 1—*International Radio and Television Society* newsmaker luncheon. Speaker: Oprah Winfrey of syndicated *Oprah Winfrey Show*. Waldorf-Astoria, New York. Information: (212) 867-6650.

June 1-9—13th Prix Jeunesse International, contest for "TV productions for children and young people." Categories: animation, information, variety and drama. Munich. Sponsor: *Free State of Bavaria, city of Munich, Bavarian Broadcasting Corp. and Second German Television Channel, ZDF*. Information: (089) 59-00-2058.

June 2—*New York Television Academy* luncheon. Speaker: Sally Jessy Raphael, nationally syndicated talk show host. Copacabana, New York. Information: (212) 765-2450.

■ **June 2-5**—*Investigative Reporters and Editors* national conference. Hyatt Regency, Minneapolis. Information: (314) 882-2042.

June 3-5—*Radio Advertising Bureau* radio sales university. Dallas.

June 3-5—*Chesapeake Associated Press Broadcasters* meeting. Speaker: Merv Block, network news writer. Dunes Manor hotel, Ocean City, Md. Information: Merrie Street, (301) 366-1555.

June 4-7—International summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago. Information: (202) 457-8700.

June 5-7—*NBC* affiliate promotion executives conference. Registry hotel, Los Angeles.

June 5-11—Ninth *Banff Television Festival*. Banff, Alberta. Information: (403) 762-3060.

June 6-9—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

■ **June 7-8**—*Museum of Broadcasting* seminars (each day at 5:30-7 p.m.) featuring Garrison Keillor, formerly with public radio show *Prairie Home Companion*. MOB, New York. Information: (212) 752-4690.

June 7-9—*Television Bureau of Advertising/Sterling Institute* managing sales performance for local sales managers. Hyatt Regency, Denver.

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□

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sure has probably helped the show off to its fast clearance pace.

Group W Productions continues with the long-running *Hour Magazine* and the animated *Brave Starr*, *He-Man* and *She-Ra* series and plans to roll out a new animated show, *Bugsburg*, for fall 1989. *The Wil Shriner Show*, launched last year, has been canceled. The barter division of the company was recently awarded the rights, with two other companies, to sell the barter time in the off-network episodes of *The Cosby Show*. □

Late-night game plan. ABC is considering a late-night one-hour talk show with a strong "storytelling" component as one of several possible post-*Nightline* programs, according to Squire Rushnell, vice president of ABC Entertainment's late night and children's television.

Rushnell, speaking at a National Academy of Television Arts and Sciences luncheon in New York last Wednesday (May 11), provided little detail on the effort, only saying the network is developing shows and pilots "in a variety of directions" for the time period, which it has failed to program successfully for a number of years.

One approach he outlined was a talk show with story-telling "raconteurs" as the core of the program. He added, however, that the format idea and details such as host dynamics and the number of guests still remained to be turned into a workable concept.

He later told BROADCASTING the network had also looked at a possible entertainment news format, which he said has worked well in half-hour programs. ABC would probably have to go to an hour-long show, however, to "conquer land reclaimed by the stations," he added.

The new show will not be ready until after the end of the next football season, in early 1989, Rushnell said. The network hopes to settle on a show concept by September and present a proposal to affiliates in the fourth quarter.

In filling the time period, Rushnell said that the long dominance by *The Tonight Show with Johnny Carson* on NBC was only one of ABC's problems. "Our biggest competitor is sleep," said Rushnell. ABC needs a show that would allow viewers to "take one or two bits and go to bed.... Anything that requires the viewer to stay through the beginning, middle and end will have a tough fight," he said.

Soaps, confrontational talk shows such as *The Morton Downey Jr. Show*, drama or serious information programing were not appropriate for the daypart, he said.

In determining the format for a possible talk show, Rushnell said the network has looked at a handful of the most successful such shows, which he said included *Good Morning America*, *Nightline*, *The Today Show*, *The Tonight Show*, *Donahue* and *The Oprah Winfrey Show*. Their common denominators, he said, were "an appealing host appropriate to the concept and a concept appropriate to the daypart." In addition, he said, each show represented "a point of difference" from competing programing.

NATPE next year: back to basics

NATPE International announced last week that the theme of next year's convention, to be held again in Houston Jan. 24-27, will be, "The Art and Impact of Television." Joseph Weber, chairman and chief executive officer of NATPE, said the industry has "spent a lot of time focusing on the bottom line of the business of television" and that "it's time to get back to programing, to explore what goes into creating quality shows and how they affect the audience."

Weber acknowledged that bottom-line considerations remain "an important element." No doubt those issues will be explored in at least one panel session on the drawing board for next year's show. That panel will address "pressing problems in the syndication industry." But Weber stressed that "without programing, there is no business."

The program chairman of the 1989 NATPE International conference is Rick Reeves, operations and program director, WCPO-TV Cincinnati. Reeves said that other panel sessions scheduled for next year's

Prime time wins to date: NBC 28, ABC 3, CBS 2

NBC scored a decisive victory in the prime time ratings for the week ending May 8 (week 33 of the '87–'88 year, and the third week of the "summer season"), averaging a 15.6/27, compared to CBS's 11.5/20 and ABC's 11.2/19. NBC took the top nine shows, the first time any network has done so since Nov. 3, 1980. Of the 72 prime time shows that week, only 12 were repeats. For the first 12 days of the Arbitron sweeps period, NBC led with a 14.8/26, followed by CBS with 12.9/22, and ABC with 10.7/18. In Nielsen, the rankings, after 11 sweep days were: NBC, 14.9/26; CBS, 13.1/23 and ABC, 10.4/18. In the evening news race, ABC was first with 10.2/21, followed by CBS and NBC.

Nielsen		Net		AGB	Nielsen		Net		AGB
1.	22.8/38	N	Cheers	3. 23.9/38	37.	11.9/19	A	Moonlighting	34. 12.7/20
2.	22.2/39	N	Different World	2. 24.3/40	38.	11.9/21	C	Equalizer	44. 11.3/20
3.	21.7/35	N	Night Court	5. 22.3/36	39.	11.9/23	N	Unsolved Mysteries	30. 13.3/26
4.	21.5/39	N	Cosby Show	1. 25.1/43	40.	11.9/19	N	Highway to Heaven	37. 12.4/20
5.	21.2/40	N	Golden Girls	4. 23.9/43	41.	11.6/21	N	Miami Vice Special	55. 9.9/18
6.	20.2/34	N	L.A. Law	7. 19.6/33	42.	11.5/19	C	Designing Women	43. 11.5/18
7.	19.7/31	N	NBC Monday Movie	13. 18.1/28	43.	11.4/18	A	Just in Time	54. 10.0/16
8.	19.4/36	N	Amen	6. 21.3/38	44.	11.2/19	A	Thirtysomething	46. 11.2/19
9.	19.3/31	N	NBC Sunday Movie	9. 19.2/31	45.	11.2/18	C	Jake and the Fatman	29. 13.4/22
10.	18.7/32	A	Who's the Boss?	8. 19.3/33	46.	11.2/19	C	Kate and Allie	42. 11.6/19
11.	18.5/30	A	ABC Sunday Movie	10. 18.6/30	47.	10.9/19	A	20/20	38. 12.3/22
12.	18.3/32	C	Murder, She Wrote	12. 18.3/32	48.	10.8/17	C	Eisenhower and Lutz	45. 11.2/17
13.	18.0/29	A	Just the Ten of Us	11. 18.6/30	49.	10.7/19	A	Mr. Belvedere	48. 10.8/20
14.	16.3/34	C	60 Minutes	17. 16.8/36	50.	10.7/18	N	Crime Story	57. 9.5/16
15.	16.3/32	N	Hunter	16. 16.8/31	51.	10.3/20	A	Full House	50. 10.5/20
16.	16.2/28	A	Growing Pains	19. 15.9/27	52.	10.0/17	C	Smothers Brothers	51. 10.3/17
17.	16.1/27	N	Matlock	20. 15.8/26	53.	9.8/20	A	Perfect Strangers	47. 11.2/23
18.	15.6/26	C	Knots Landing	27. 14.4/24	54.	9.8/19	C	Beauty and the Beast	65. 7.4/15
19.	15.6/28	C	Dallas	23. 15.3/28	55.	9.8/16	C	Simon and Simon	52. 10.2/16
20.	15.5/27	N	ALF	14. 17.7/29	56.	9.4/17	C	48 Hours	49. 10.8/18
21.	15.4/25	A	Head of the Class	21. 15.6/26	57.	9.4/15	C	CBS Sunday Movie	58. 9.4/15
22.	15.0/24	C	CBS Tuesday Movie	24. 15.0/25	58.	9.4/15	C	Cagney and Lacey	56. 9.7/15
23.	14.8/26	N	Miami Vice	35. 12.6/22	59.	9.3/18	A	Spenser: For Hire	53. 10.2/19
24.	14.7/30	N	227	18. 16.2/31	60.	8.3/14	A	Remembering Marilyn	60. 8.6/15
25.	14.5/24	N	Valerie's Family	15. 16.8/27	61.	8.2/16	C	West 57th	62. 8.2/15
26.	14.0/23	A	Hooperman	41. 12.0/20	62.	8.1/15	C	Tour of Duty	67. 7.1/13
27.	13.9/22	A	ABC Monday Movie	22. 15.4/24	63.	7.2/15	A	Disney Sunday Movie	66. 7.2/15
28.	13.6/21	N	In the Heat of the Night	32. 13.0/21	64.	7.2/15	A	Dolly	59. 9.3/19
29.	13.4/21	C	Newhart	28. 14.1/21	65.	7.2/15	C	High Mountain Rangers	69. 6.5/13
30.	13.3/22	A	MacGyver	31. 13.3/21	66.	7.1/15	N	Our House	61. 8.3/18
31.	13.2/24	C	Falcon Crest	36. 12.4/22	67.	6.9/12	A	Slap Maxwell Story	64. 7.7/14
32.	13.2/29	N	Facts of Life	25. 14.5/30	68.	6.8/11	A	Buck James	71. 6.2/11
33.	13.1/23	N	New Bloopers, Practical Jokes	26. 14.4/25	69.	6.6/11	A	Hotel	68. 6.7/11
34.	12.8/22	N	St. Elsewhere	39. 12.2/21	70.	6.5/11	C	Houston Knights	70. 6.4/11
35.	12.6/22	A	China Beach	40. 12.1/21	71.	6.3/12	A	Ohara	63. 7.9/14
36.	12.3/21	N	Aaron's Way	33. 12.9/22	72.	4.8/9	A	Max Headroom	72. 4.5/8

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